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Substitute for Form 1449A/PTO				Complete If Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	10/001,772-Conf. #4306
<i>(Use as many sheets as necessary)</i>				Filing Date	October 31, 2001
				First Named Inventor	Anand Subramanian
				Art Unit	3622
				Examiner Name	R. Alvarez
Sheet	1	of	2	Attorney Docket Number	03485/100/H799-US1

U.S. PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS

Examiner Signature	Date Considered	
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 605. Draw line through citation if not in conformance and not considered. Include copy of the form with next communication to applicant. **CITE NO.:** Those application(s) which are marked with an single asterisk (*) next to the Cite No. are not supplied (under 37 CFR 1.58(a)(2)(iii)) because that application was filed after June 30, 2003 or is available in the IWF. **Applicant:** Name of the applicant or assignee. **Document:** Name of the document. **Office:** USPTO Patent Office at www.uspto.gov or MPEP 901.04. **Office that issued the document:** by the two-letter code (WFO-Standard ST.16). **For Japanese patent documents:** the indication of the year of the reign of the Emperor must precede the serial number of the patent document. **Kind of document:** by the appropriate symbols as indicated on the document under WFO-Standard ST.16 if possible. **Applicant:** is to place a check mark here if English language Translation is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH /B A/

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NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
CA	"NewsReal Changes Name to YellowBrix; Bridges the Gap Between Content and Commerce; YellowBrix Technology 'Makes Web Sites Smart' by Advancing Access to Content and Commerce", PR Newswire, Financial News, February 28, 2000, PR Newswire Association, Inc.				T ²
CB	New Media Age, pg. S16, February 19, 2004, Centaur Communications Ltd.				
CC	"Infoseek Spin-Off Makes News Real", Multimedia Daily, Vol. 5, Issue 22, February 4, 1998, BRP Publications.				
CD	"Yellowbrix Promises Gold", Interactive PR & Marketing News, Vol. 6, Issue 24, November 26, 1999, Phillips Business Information.				
CE	Dvorak, John C., "Advertising Just for You", Boardwalk Magazine, pgs. 142-143, Vol. 13, No. 12, December 1999.				
CF	Notification of Transmittal Of The International Search Report Or The Declaration And Search For PCT/US01/45483 Dated August 28, 2002				
CG	"Spy On Your Customers (They Want You To) - New Web Tracking Technology Turns Browsers Into Paying Customers (Company Business and Marketing) BOB TEDESCHI From Ziff Davis Smart Business For The New Economy, 58 Dated August 1, 2001, ISSN: 1528-4034				
CH	Notification of Transmittal of International Preliminary Examination Report for PCT/US01/45483 dated January 31, 2003				

Examiner Signature	/Raquel Alvarez/	Date Considered	02/22/2009
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